Vol 1 #1

GRECIAN GUILD *PICTORIAL*

Autumn, 1955
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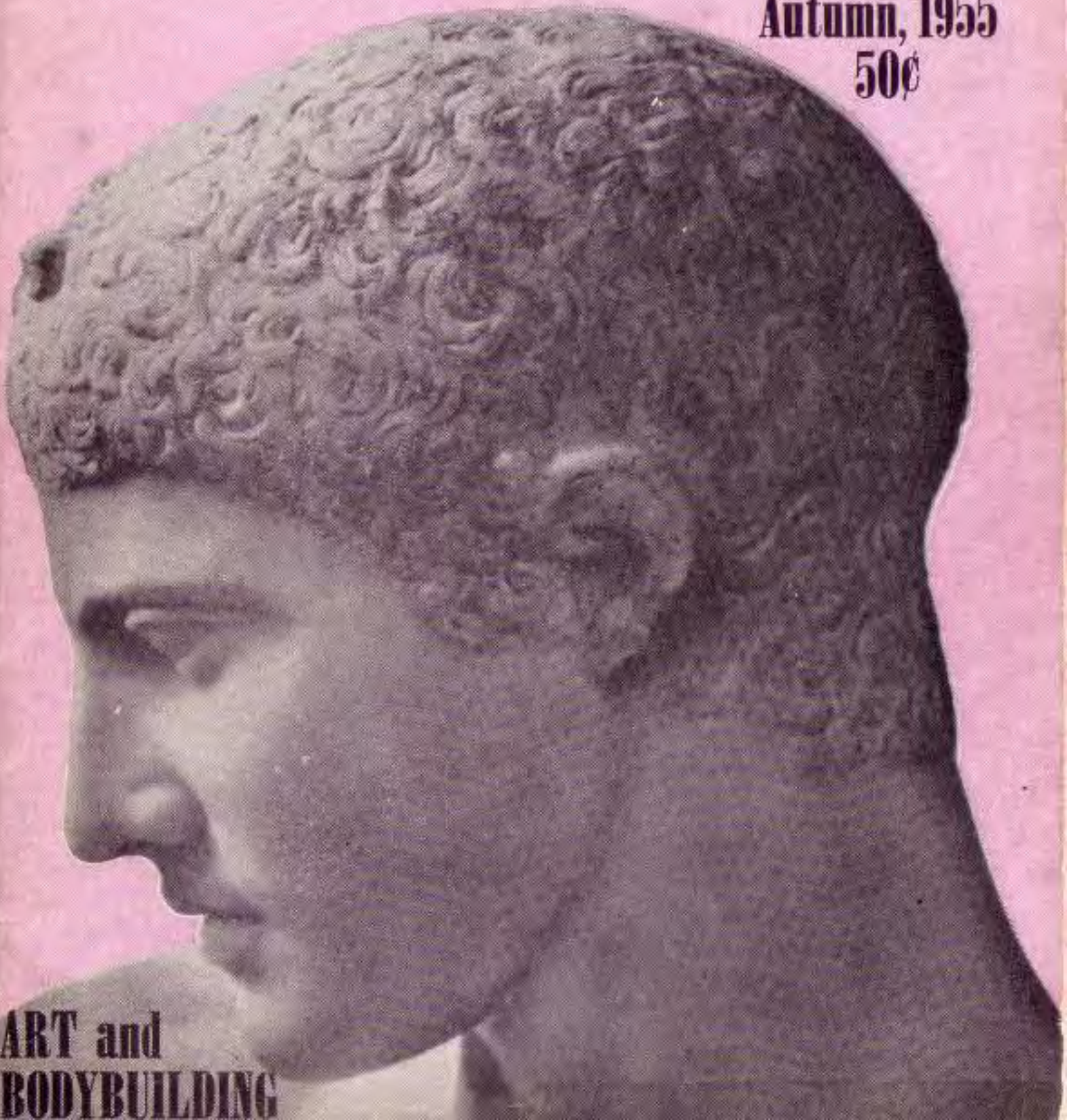
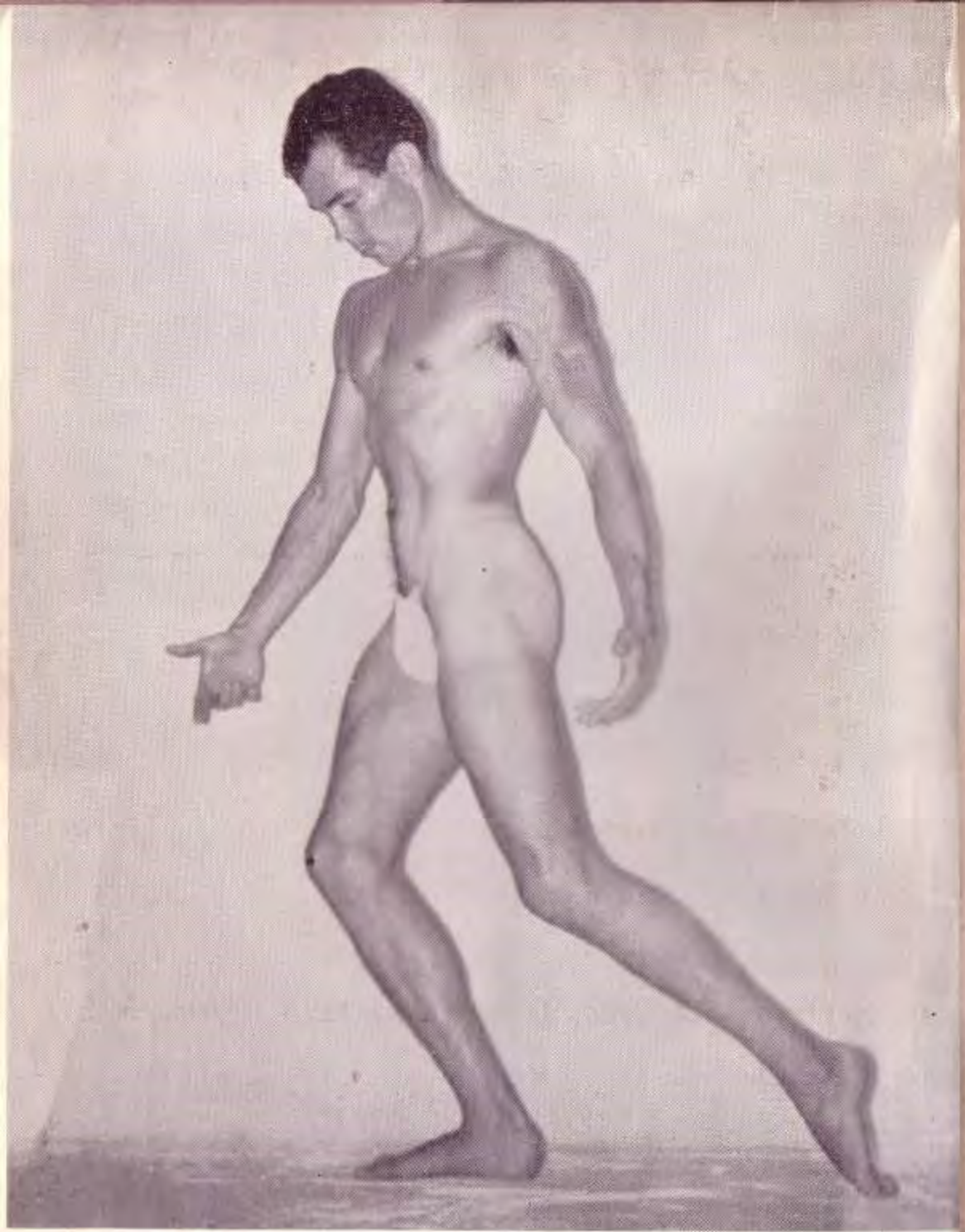


ART and BODYBUILDING



Above: Jeff Allen, beautifully built Guild model in a pose from Series 21.

GRECIAN GUILD PICTORIAL

VOLUME ONE
NUMBER ONE
AUTUMN, 1955

Randolph Benson - - - - - - - - - Publication Director
John F. Bullock, Jr. - - - - - - - - - - - - Art Director

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THE COVER

The head of Myron's Discobolus, 5th Century B.C.

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"What's in a name?"

THE *GRECIAN GUILD*

Every organization begins with an idea. Whether it be an organization to promote world understanding, to fight disease, to propagate a philosophy or to sell a product, the idea comes first. Then it, and the organization promoting it, must be named. Ideas are so dependent on words that the first cannot well exist without the latter. Persons, places and things are ideas; yet they cannot be described without words. The genius of man is expressed in his ability to name objects, things and philosophies so that they convey the **idea** behind them. It is in this way that one is able to communicate with his fellow men.

The Discobolus, by Myron

Words conjure up all sorts of ideas in the minds of men, depending to a great degree upon the knowledge, experience and prejudices of those who speak them or who hear them. To the painter, texture means one thing; to a suit manufacturer it means another; and to a writer it means yet something else. Much of the confusion that exists in the world today results from the hearer (or reader) and the speaker (or writer) interpreting differently the words used to convey an idea. By defining our words with concrete examples we hope to avoid such confusion and misunderstanding. Why are we the GRECIAN Guild? Because we are all of Greek background? Obviously not. Because we live in Greece, or exist for Greeks, or respect them so greatly we place other nationalities beyond the pale of our admiration? Of course not!

Since you who read this are manifestly interested in the male body as an object of admiration and respect in its highest form, perhaps you already understand why we are the GRECIAN Guild.

For, as all of us know, the ancient Grecian civilization achieved something very remarkable (among many other remarkable things): it was the most intellectual and artistic society the world had ever known, producing the intellectual giants upon whose philosophy our own civilization is so largely built. Only the most ignorant and unsophisticated deny our tremendous debt to the ancient Greeks in the fields of philosophy, drama, architecture, sculpture and religion, for without these life as we know it today would not exist. Western civilization developed from Greek civilization, and from those who borrowed from the Greeks: the Romans and other western Europeans.

Pretty remarkable for people who lived three or four hundred years before Christ, isn't it? But that's not all the ancient Greeks did. They also devoted themselves to the development of the male physique as one of the highest forms of earthly beauty. They believed that the body of a muscular, graceful, well proportioned youth was among the most admirable of all things. They, including Plato and Socrates and the other intellectuals, acknowledged their respect for him who gave his body the care and training and attention it duly deserved as the temple of the spirit. And to them the perfection of the body beautiful was one of the noblest of goals. It was the Greeks, the best of athletes, who gave us the Olympic Games. They felt that a trained, intelligent mind in a healthy, virile, beautiful body was the height of human accomplishment. Indeed, bodybuilding was to these great people a part of their religion, for

(Continued on Page 42)

Alexander Rondanini

Be a member of the Grecian Guild . . .

We Want You

Do you believe in the ideals which led to the establishment of the Grecian Guild? If so, listen, and we'll let you in on something great!

The Grecian Guild came into existence in Virginia in 1953. We ran several ads in the leading physique publications and many bodybuilders, artists and collectors ordered the photographs we offered. Literally hundreds of letters came from those who had purchased our photos. Here are some excerpts from a few of those letters: "Your photos are superb; they are real collector's items;" "Thanks for that wonderful (picture). For ten years I've been collecting physique photos, and never have I seen any American photographs to equal yours;" "I received your excellent photographs; they are the best, compared with others I have bought;" "I am immensely satisfied; the classical naturalness of Grecian Guild studies make these physique photographs really quite extraordinary indeed." Obviously, these men became steady customers.

Frank Creger, Guild Series 24

It wasn't long until others, reading of our ideals in the catalogs we published, began to ask, "How can I become a member of the Grecian Guild?" It seemed we had at last expressed the ideals cherished by so many. But because of our heavy work, we were unable to formulate plans and undertake the great work and detail involved in establishing the Guild as an organization of which thousands like us, young men dedicated to the Grecian ideals, could become members. For two years we planned, however, for the future. Now the time, so long awaited, has arrived. At last we are ready to invite YOU to become a member of the National Chapter of the Grecian Guild.

If you can **truly** say that you are Grecian in spirit and ideals and if you sincerely wish to be a part of an organization which is dedicated to doing all it can to promote these ideals, then we want you as a fellow member of the Guild. How does one become a member? It's really very simple.

All you need to do is fill in the application for membership and send it to us, along with a photograph or snapshot of yourself and the membership fee, which includes payment for your subscription to every issue of the Guild Pictorial for one year, each issue to be accompanied by a free bonus picture of a handsome young Guild model; your beautiful membership certificate; and a part in all the activities planned by the Guild. Furthermore, as a member your copy of the Pictorial will be mailed promptly upon publication before it goes to non-member subscribers.

Jeff Allen, Guild Series 21

We have some pretty wonderful plans for the future, IF enough of you who read this join with us in our efforts. Sometime in the future we hope to hold national and regional conventions of Guild members; perhaps even to have summer and vacation camps, which will provide a wonderful opportunity for fellow Grecians to know each other and for the artists among us to sketch and paint and sculpt from real life, a place of our own where contests and physique shows can be held and where we can sun and swim and pursue the ways of health and happiness. Big plans, and definitely in the future, but with YOUR help they can become realities.

And that's not all! Wouldn't it be great if one day we could have local chapters of the Guild, where fellow Grecians could gather regularly to pursue those interests which bind us all together in one great brotherhood? Is this only a dream? Maybe. But may be not. It **can** come true IF there are enough of us!

We feel that America needs the Grecian Guild. We believe

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Dick Norman. 19, handsome young Guild model and university student. Photo from Series 34.

MUSCLE BUILDING

Muscle building is essentially a process of growth. In order for muscles to grow, there must first be the materials out of which they are built, and these materials are chiefly proteins. However, proteins alone cannot be expected to do the job. For muscles grow primarily in response to strain or resistance. Muscle strength and size develop in order to be equal to the strain placed upon them. The office worker, sitting behind his desk doing nothing more strenuous than pushing a pencil on paper, will hardly develop bulging biceps or calves no matter how much protein he eats. His muscles will be equal only to the strain placed upon them, and until there is the necessary "forcing" there will be no need for them to grow.

Strain is placed upon muscles in a variety of ways. Every healthy youngster experiences it, for he drives his young body in running and playing. His body responds by developing muscles equal to the strain that is placed on them. Many grown men, doing heavy manual labor, develop magnificent physiques, for their work places the necessary strain upon their muscles to force them to grow. Regardless of the job one does, however, there are some muscles which are seldom brought into play. That's why weight lifting is the best muscle building exercise, for here one can place the requisite strain on almost any muscle he chooses, **forcing** that muscle to grow.

The erstwhile jaded office worker may develop few muscles at his desk. However, if he tosses the weights around during off hours, he'll soon develop muscles capable of meeting the strain the weights place on them. And, because he can choose the areas of development his body needs, he may over a period of time build a far better physique than the manual laborer will ever have. For weight lifting is the **scientific** way to build muscles.

No matter what kind of work a guy performs to earn his daily bread,

(Continued on Page 45)

The beautifully defined physique of Jeff Allen, achieved by weight lifting.

PROTEINS and GOOD EATING

Man is what he eats. Without proper nutrition, there can be no such thing as radiant good health. A balanced diet is essential, and it consists of eating all those foods which together repair and rebuild the worn out tissues of the body and which provide the fuel and energy the body requires. In a sense, your body is an engine and food is like the gasoline that keeps it running. Food is also like the mechanic who repairs, rebuilds and tunes the motor. Different foods do different jobs and variety should be the keynote of every eating program.

Of special importance to the bodybuilder is protein, for without it one cannot build a muscular physique regardless of the exercises he takes. Protein is the indispensable element in your diet, the most amazing and wonderous of foods. Man is composed largely of protein. His muscles, skin, hair, nails and tissues are largely of protein composition. So are much of his blood, many of the hormones and the enzymes, those marvelous starters of every chemical process by which we live. Vitamins cannot do their work without proteins, nor can other essential food elements. Protein, as the word itself means in Greek, is the "primal life substance."

Muscles are masses of protein tissue which, like all the rest of the human body, are composed of millions of microscopic cells. Each cell, in turn, is a remarkable chemical factory which cannot run without protein raw materials. Cells constantly wear out and must be rebuilt or repaired, and only protein can do the job. Proteins turn over completely every 160 days and thus rebuild your body from scratch twice a year.

How do proteins do their marvelous work? All proteins are composed of various combinations of animo acids, which are the building blocks of the body. The proteins from foods are broken down by digestion into these animo acids. And life is utterly dependent upon the animo acid building blocks, eight of which are considered indispensable. Complete proteins are those foods which furnish all eight. These essential **complete proteins** are meat, fish, poultry, eggs, milk and cheese. They should be at the top of the food list for every bodybuilder and health enthusiast. At least one complete protein should be eaten at **every** meal. And the more you eat, the better! There are also other foods which contain proteins, but they are **incomplete,** lacking one or more of the eight essential animo acids. These are beans, peas, cereals and certain fruits and vegetables. The bodybuilder should eat plentifully of these, too, though they are secondary in his protein diet.

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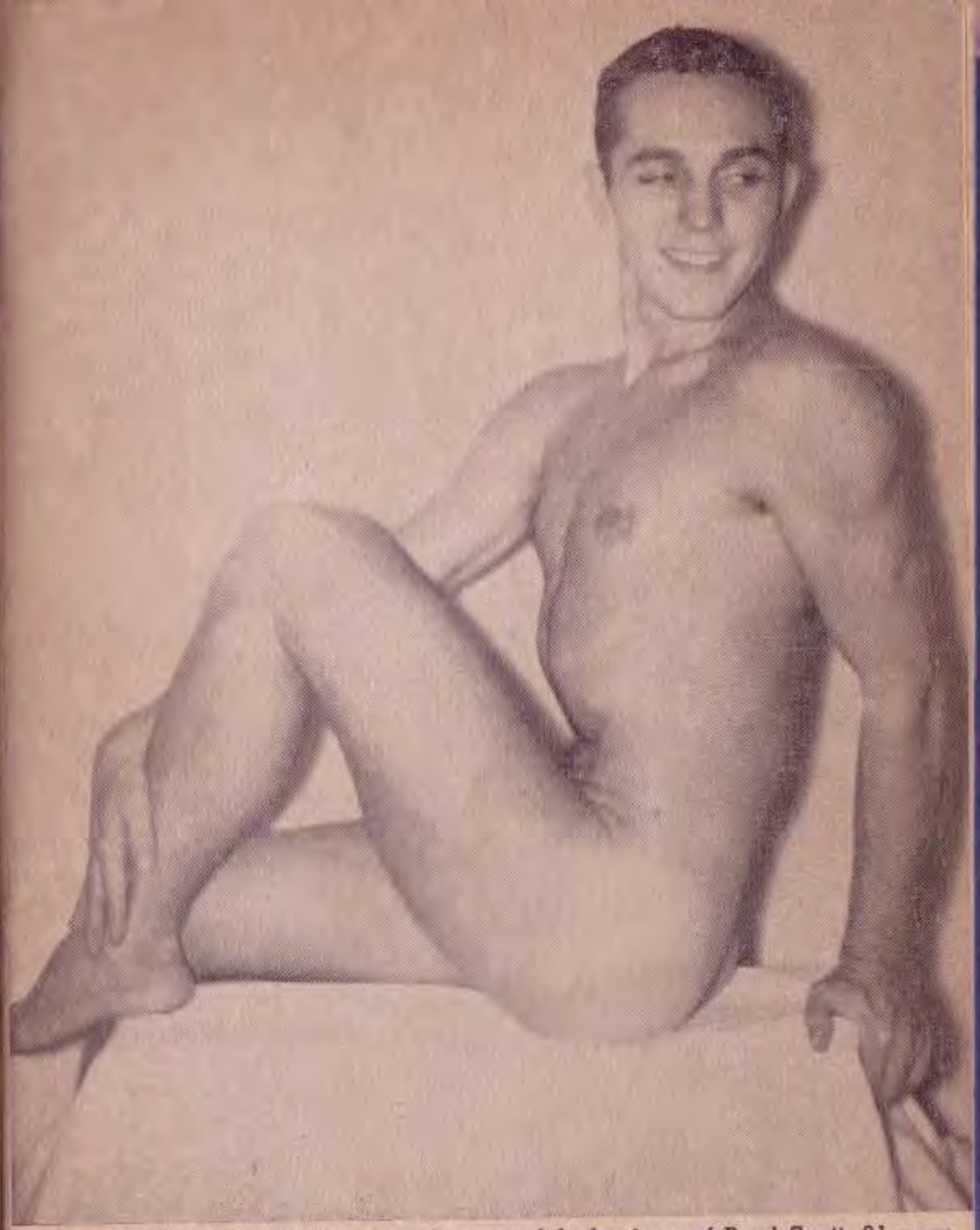
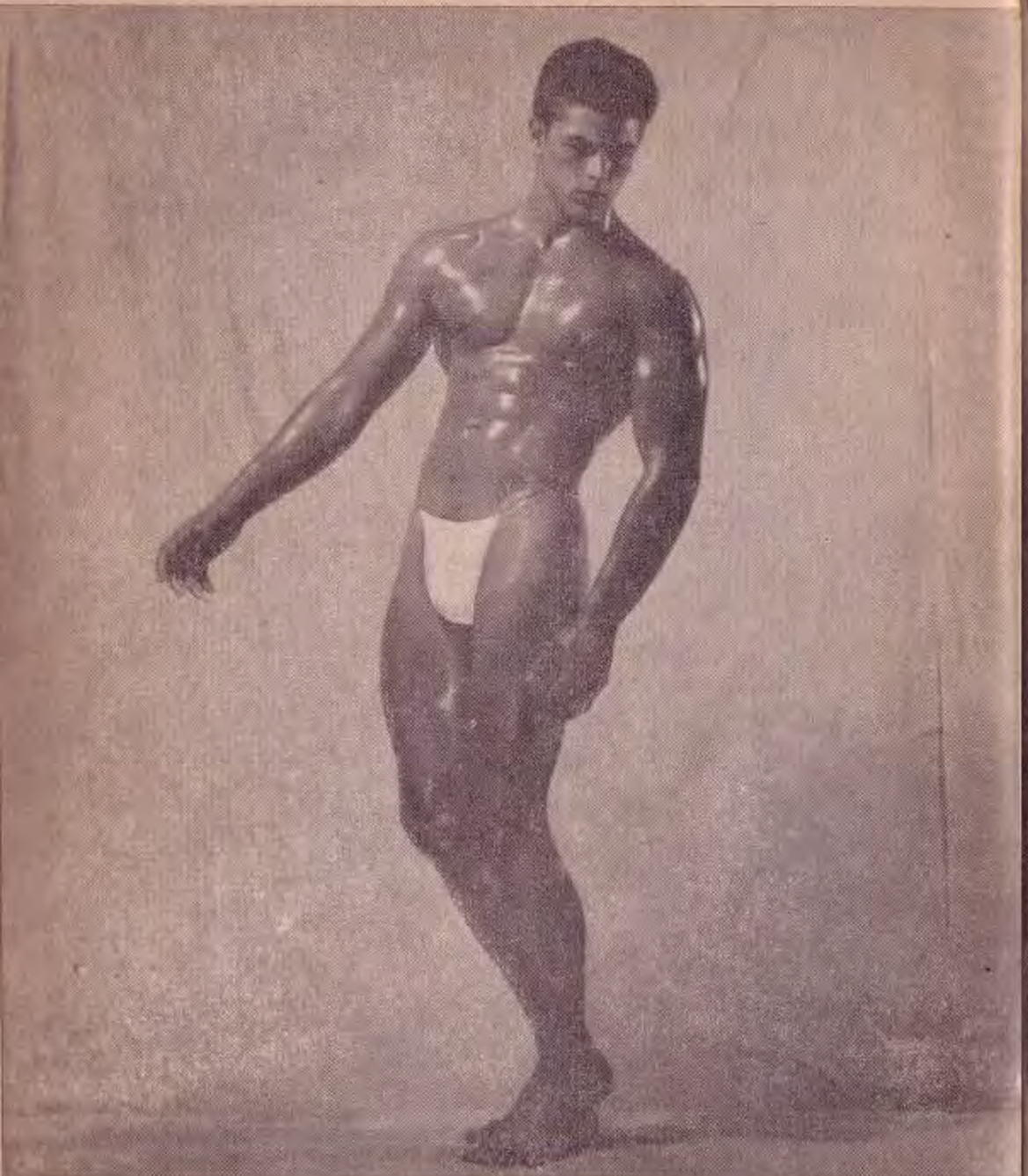


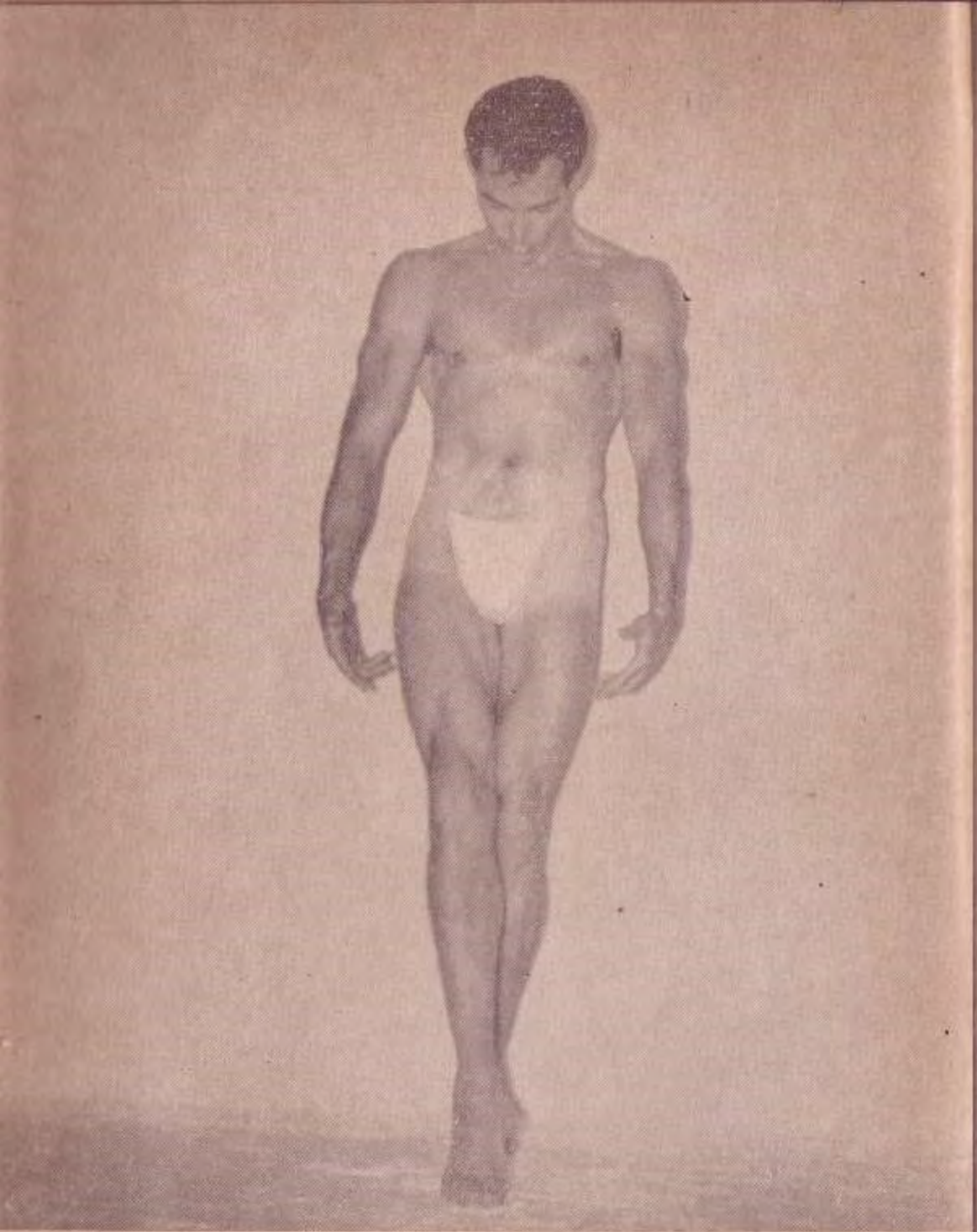
Proper nutrition helped mould the graceful physique of Brad Scott, 21 year old Guild model. Photo from Guild Series 36.

ART SECTION

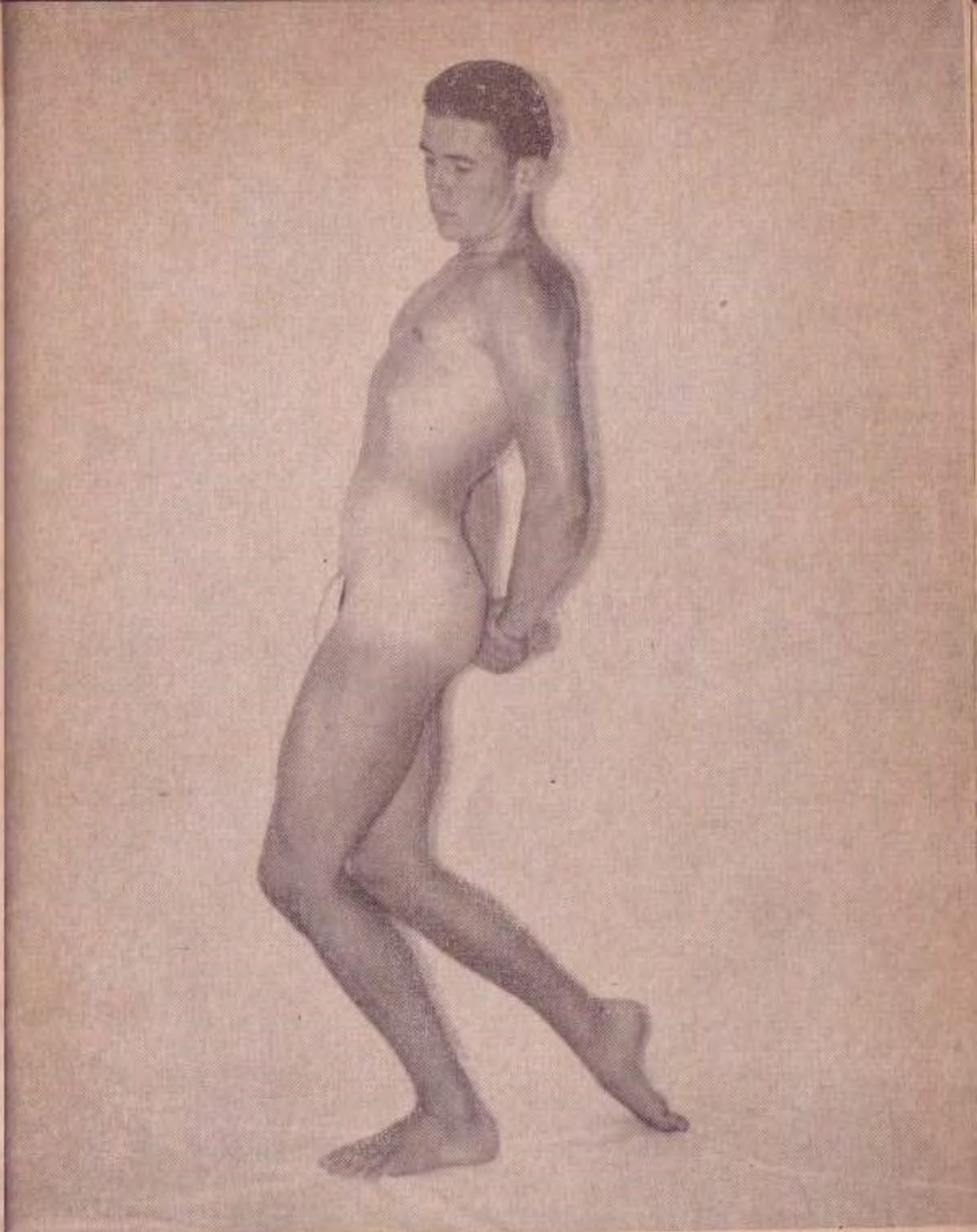


Zaro Rossi, 19 year old model of Quaintance Studio, Box 192, Phoenix, Arizona. Catalog, $1.00.

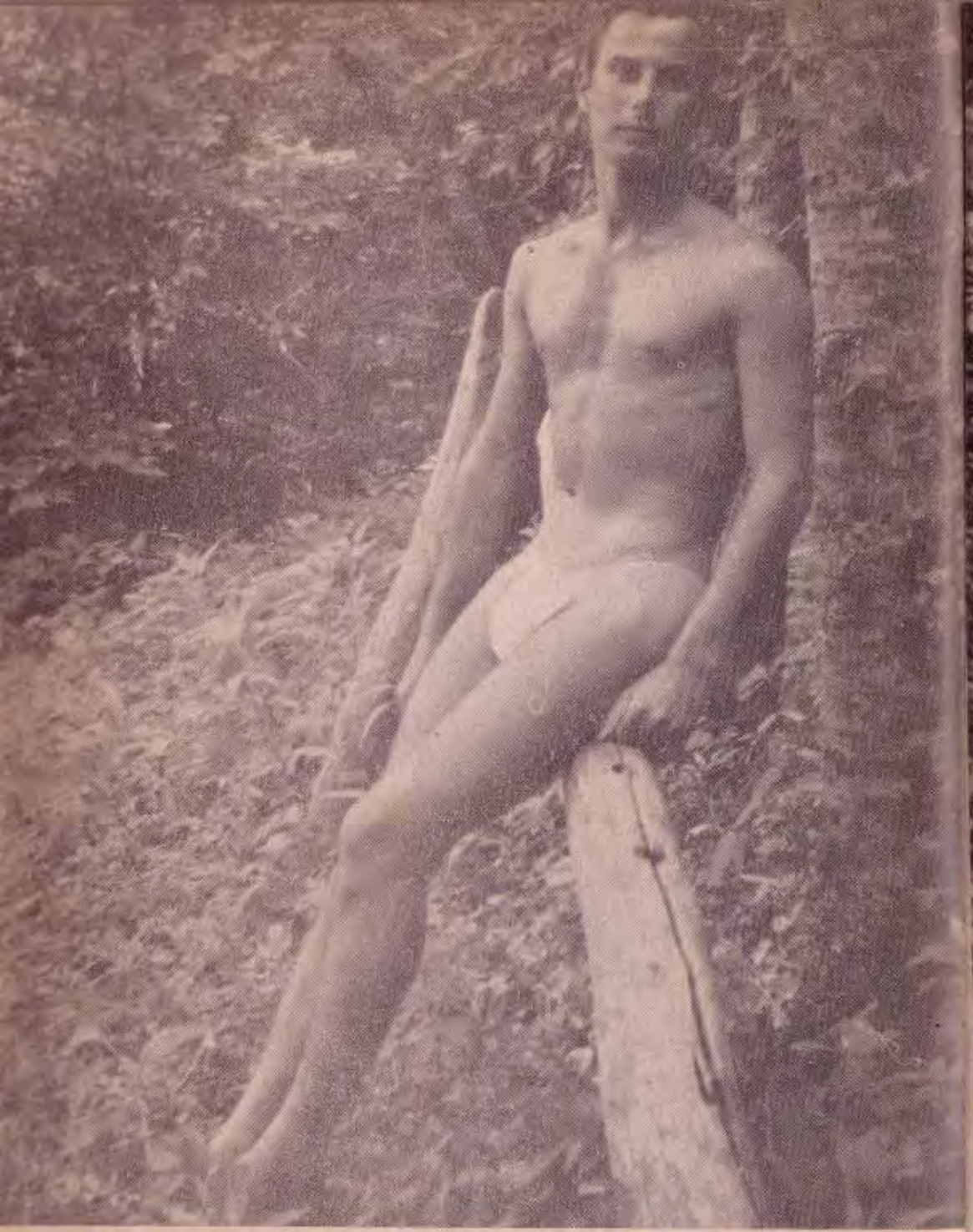
Bob Kirkwood, 24 year old Quaintance model. Bob is 6' 3". Photo by Quaintance, Box 192, Phoenix, Arizona.



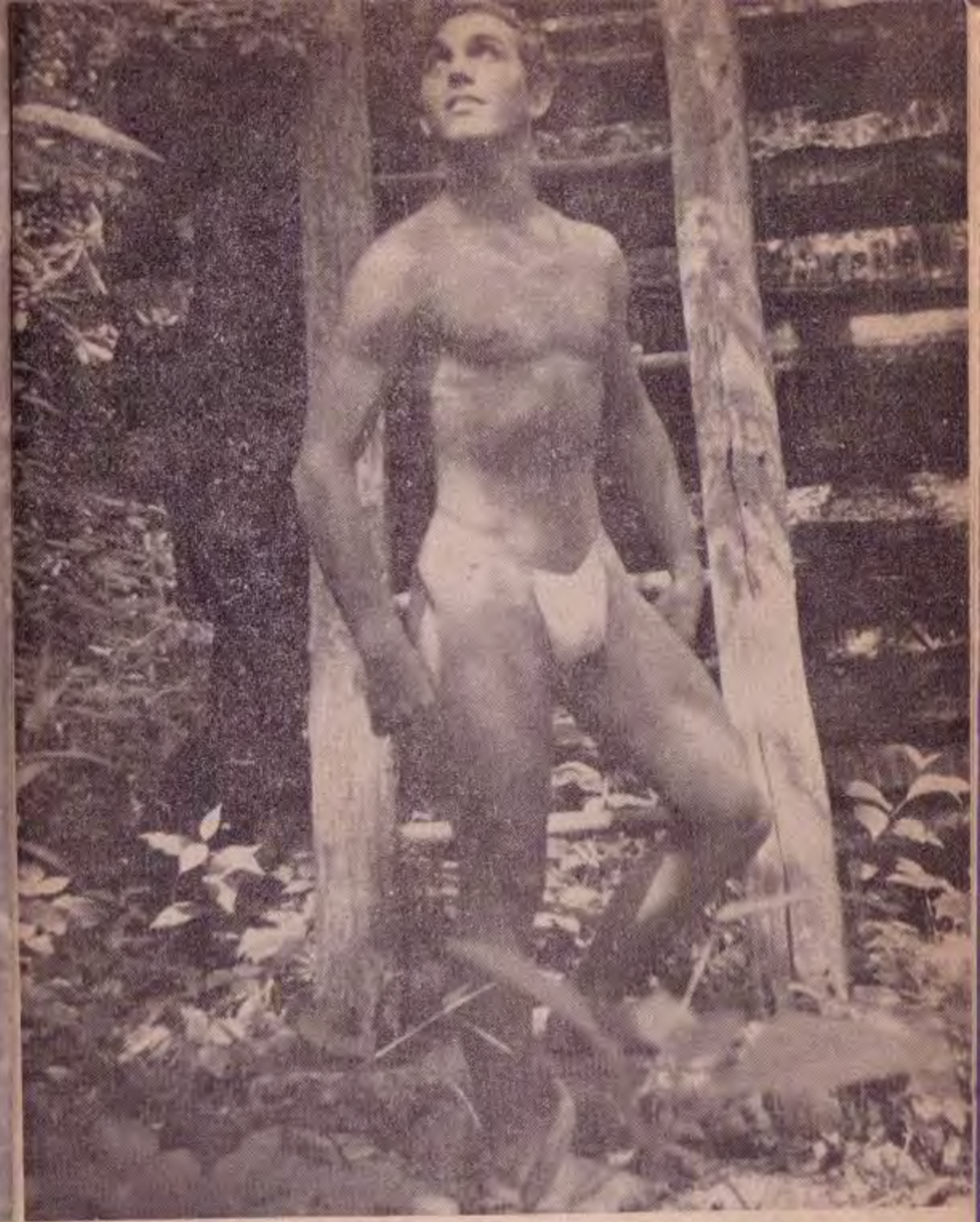
Jeff Allen, popular Guild model, in an exceptional pose.



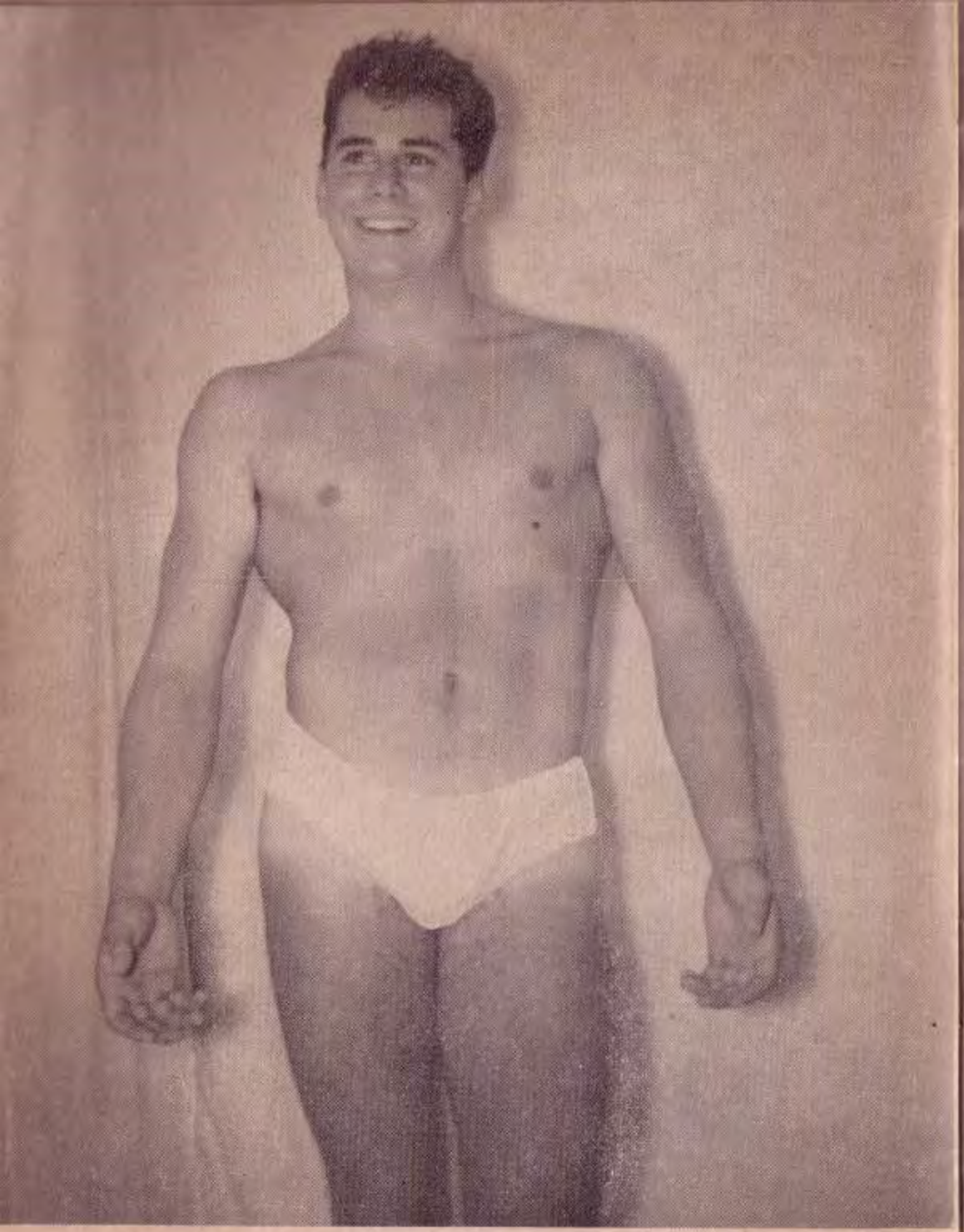
Frank Creger, 20 year old Guild model, now serving in the U.S. Navy.
Photo from Series 22.



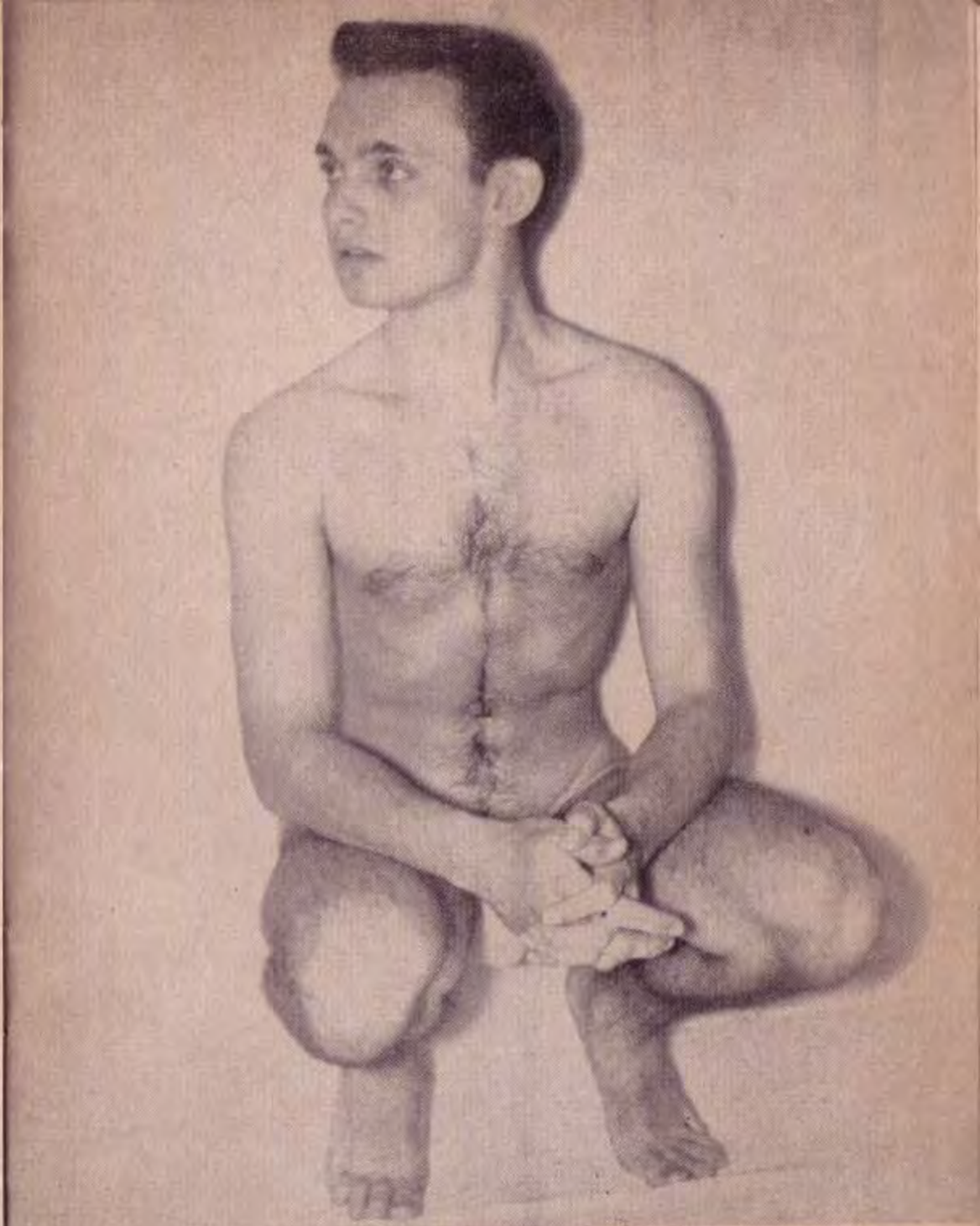
David Winters, 26 year old dancer and Guild model, in a pose from "Sun and Shadows" Series 33.



Brad Scott in Guild "Sun and Shadows" Series 32.

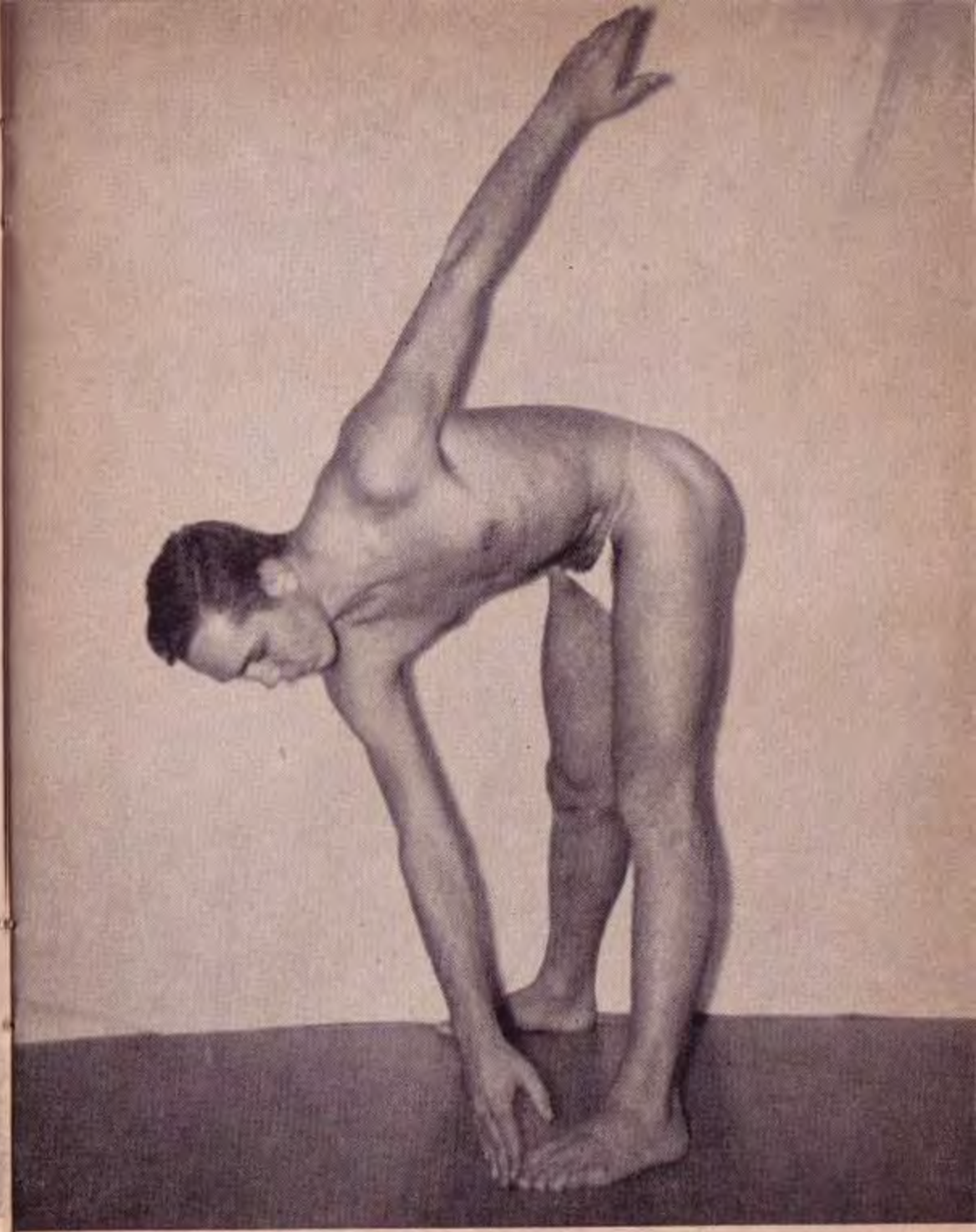


Dick Norman, whose smile wins him many friends. Guild Series 26.



Duane Urbanik, twenty year old Guild model in Series 30.

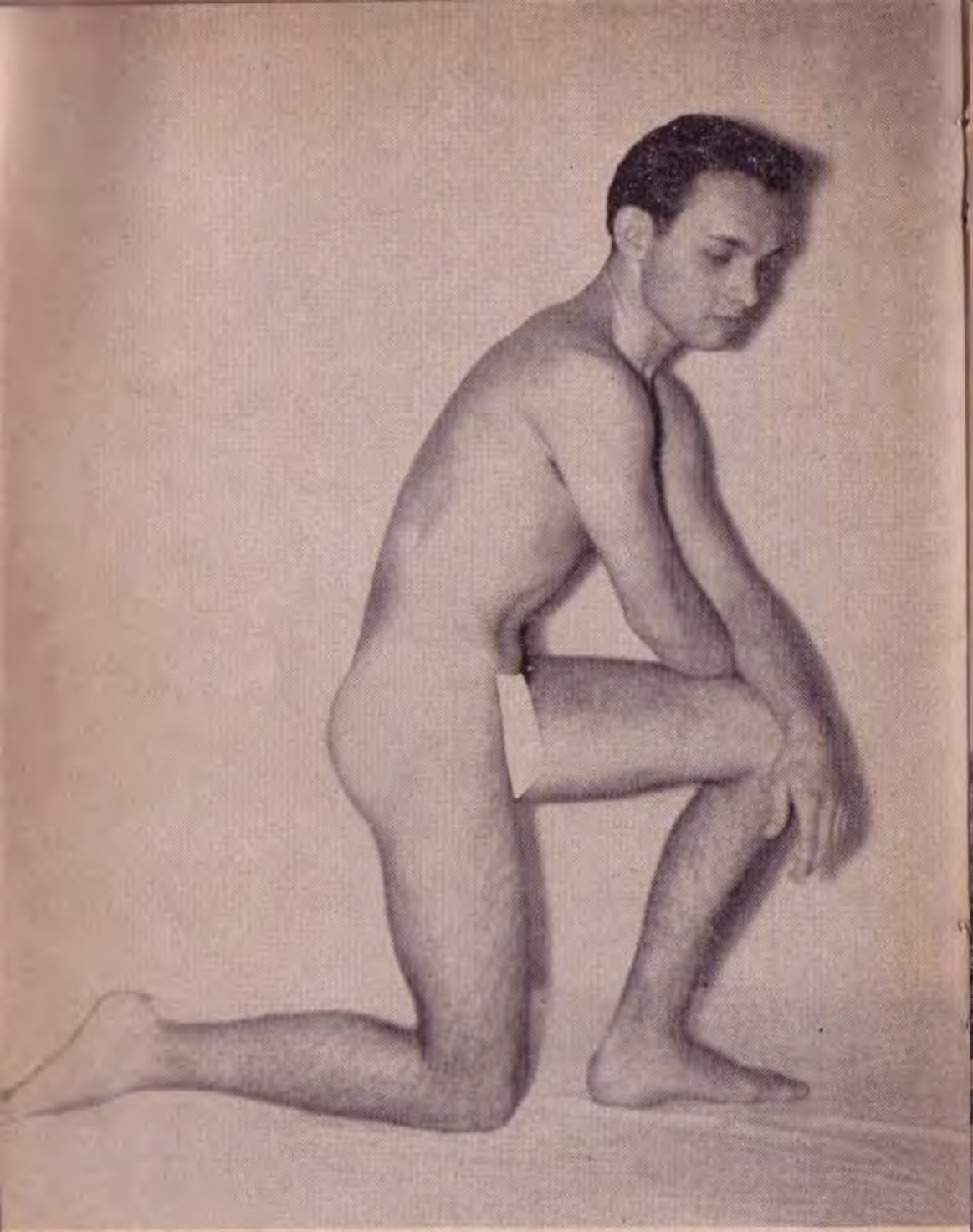
Ray Starr, eighteen year old university student and bodybuilder, in Guild Series 28.



Brad Scott at his "daily dozen," in a pose from Guild Series 36.

Peter Rand, Guild model. Pose from Series 24. This photo might be entitled "The Sun Worshiper."

Jim Rogers in a pose from Guild Series 31.

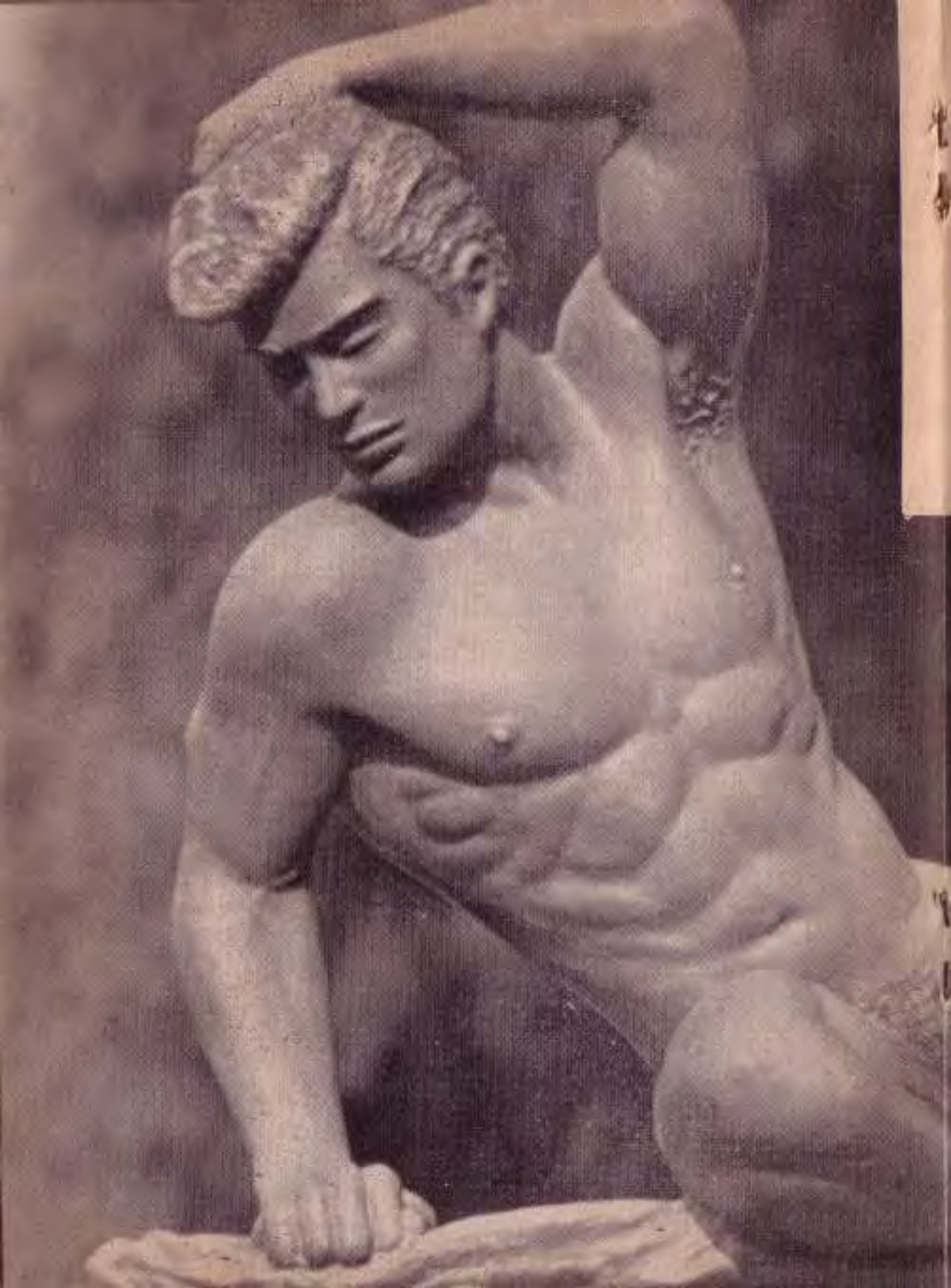


Duane Urbanik, in Guild Series 30.

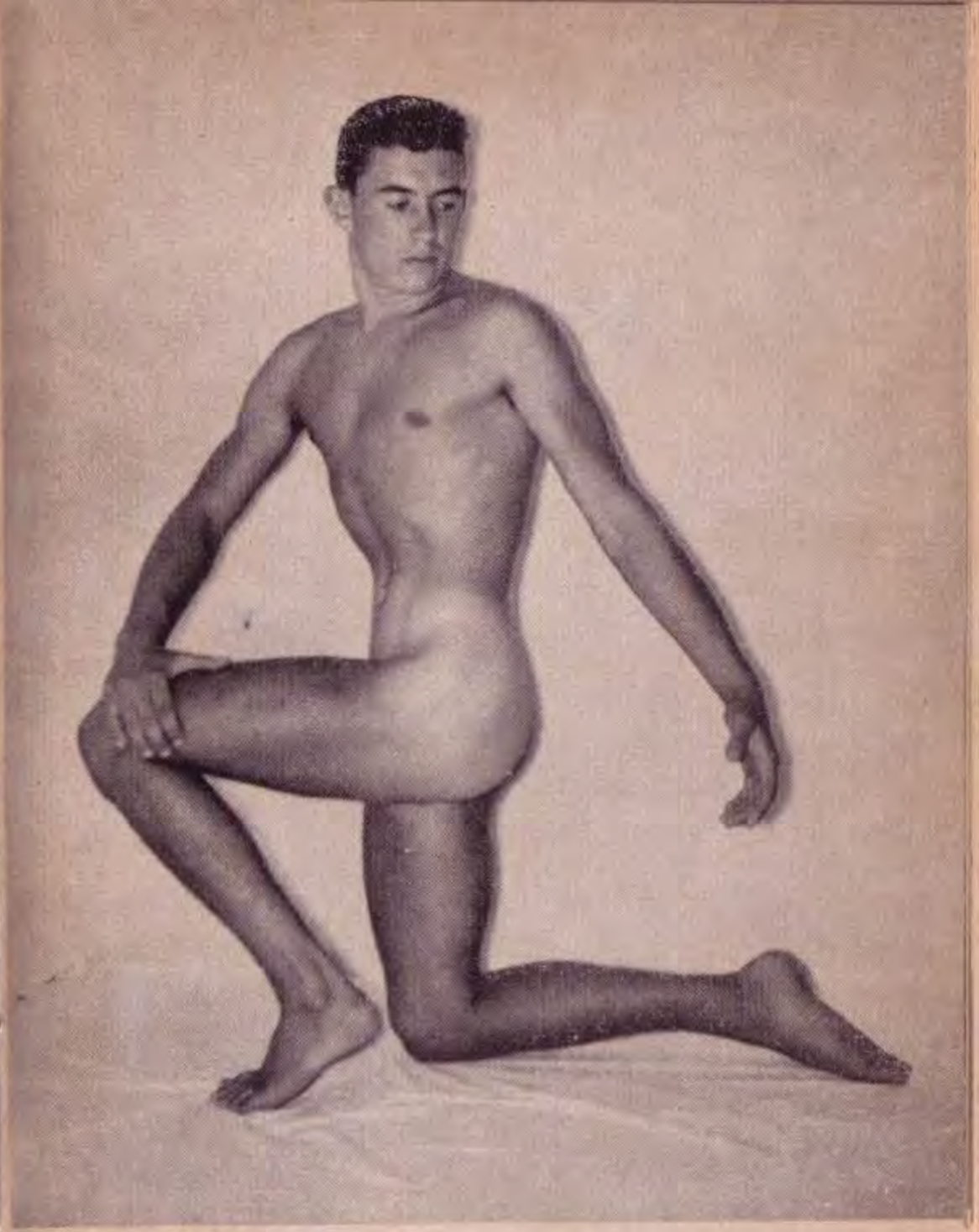
Jeff Allen, one of the most beautifully developed physique models in America, with outstanding definition and muscularity.

The GRECIAN GUILD PICTORIAL serves as a ready reference for artists, sculptors and students, providing reproductions of poses by young men which may be used by those not employing live models. Its value depends upon providing those photographs which will prove useful to the artist, such as the reproductions which appear in The Grecian Guild Pictorial. The law does not permit the publication of nude front-view photographs, even for art purposes.

NARCISSUS, sculptured figure by Quaintance, Box 192, Phoenix, Arizona. Sculpture catalog, 25c.

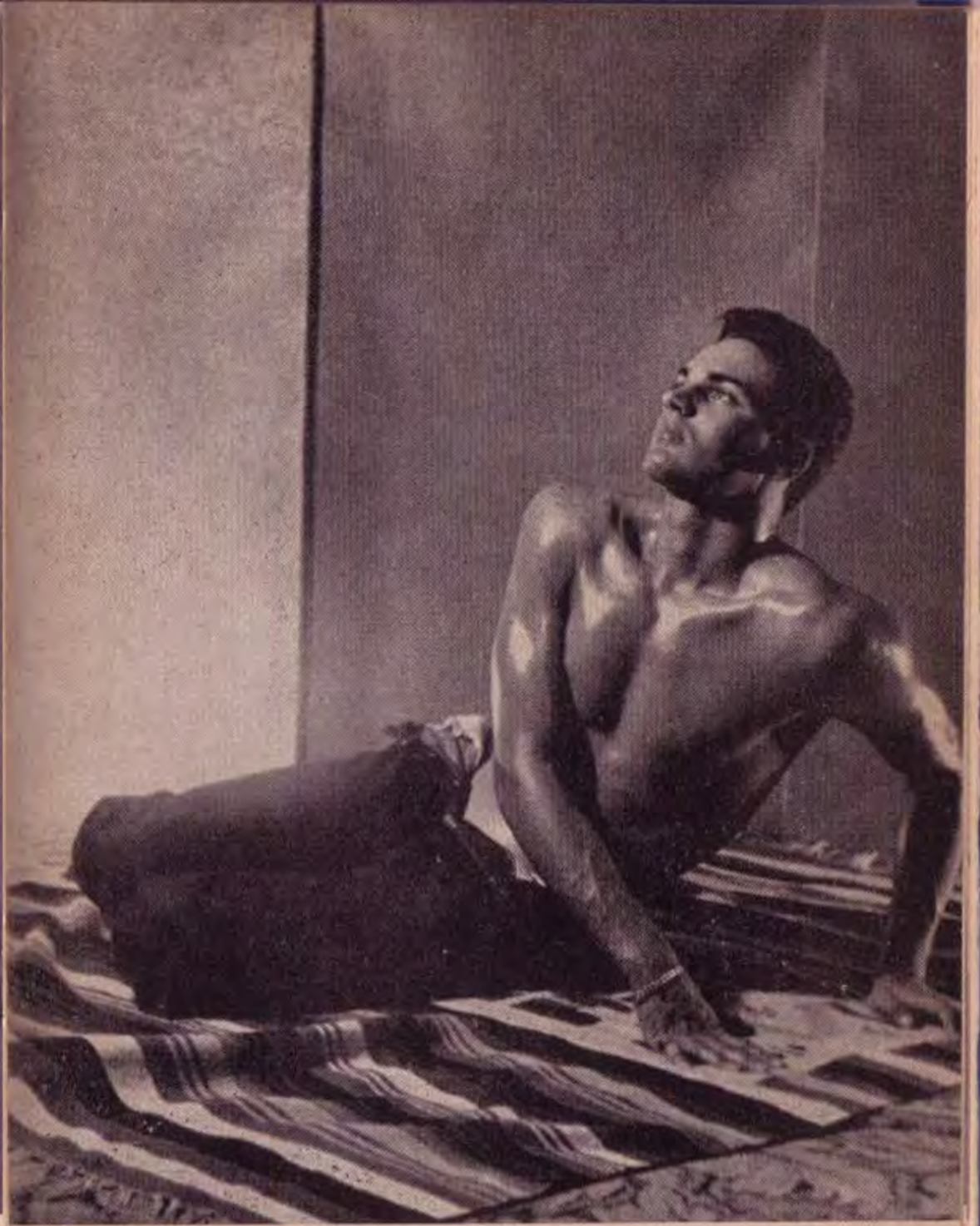


An early photo of Jeff Allen.

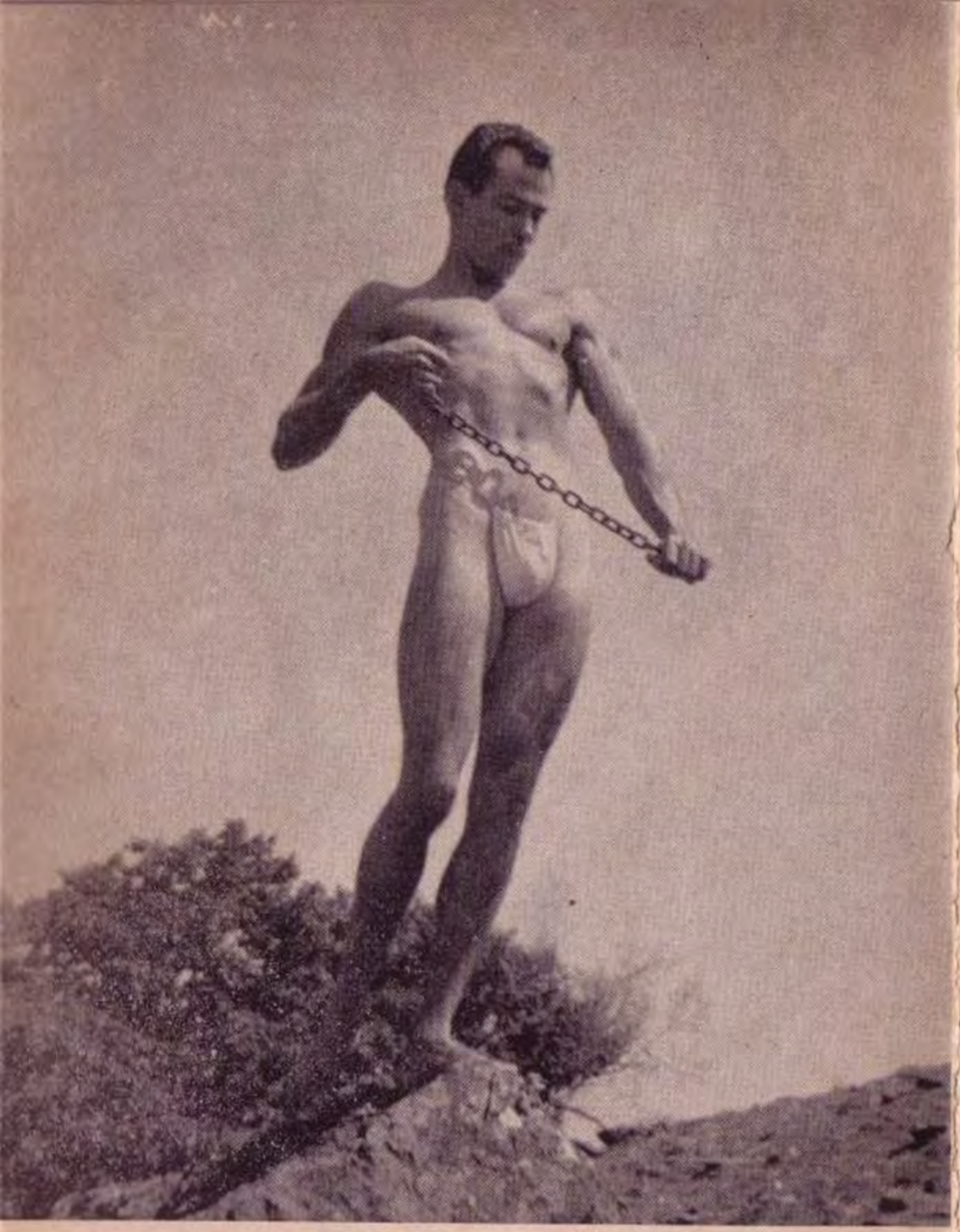


Frank Creger, in Guild Series 22.

Eighteen year old Jim Shoemaker, another favorite model of Quaintance Studio. Jim is 5', 9" and weighs 160 lbs.

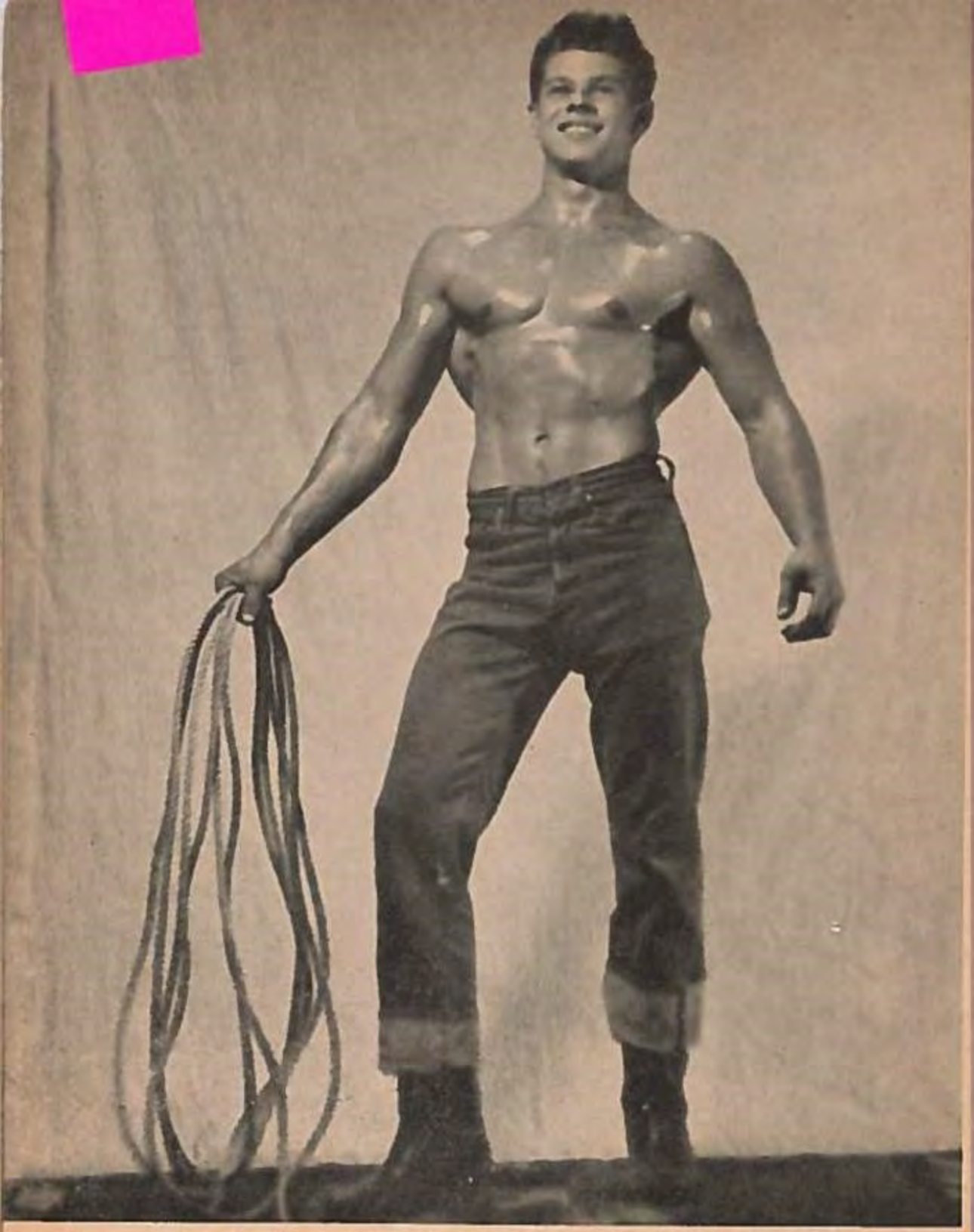


Bill Boes in a photo by Quaintance. For catalog, send $1.00 to Quaintance Studio, Box 192, Phoenix, Arizona.

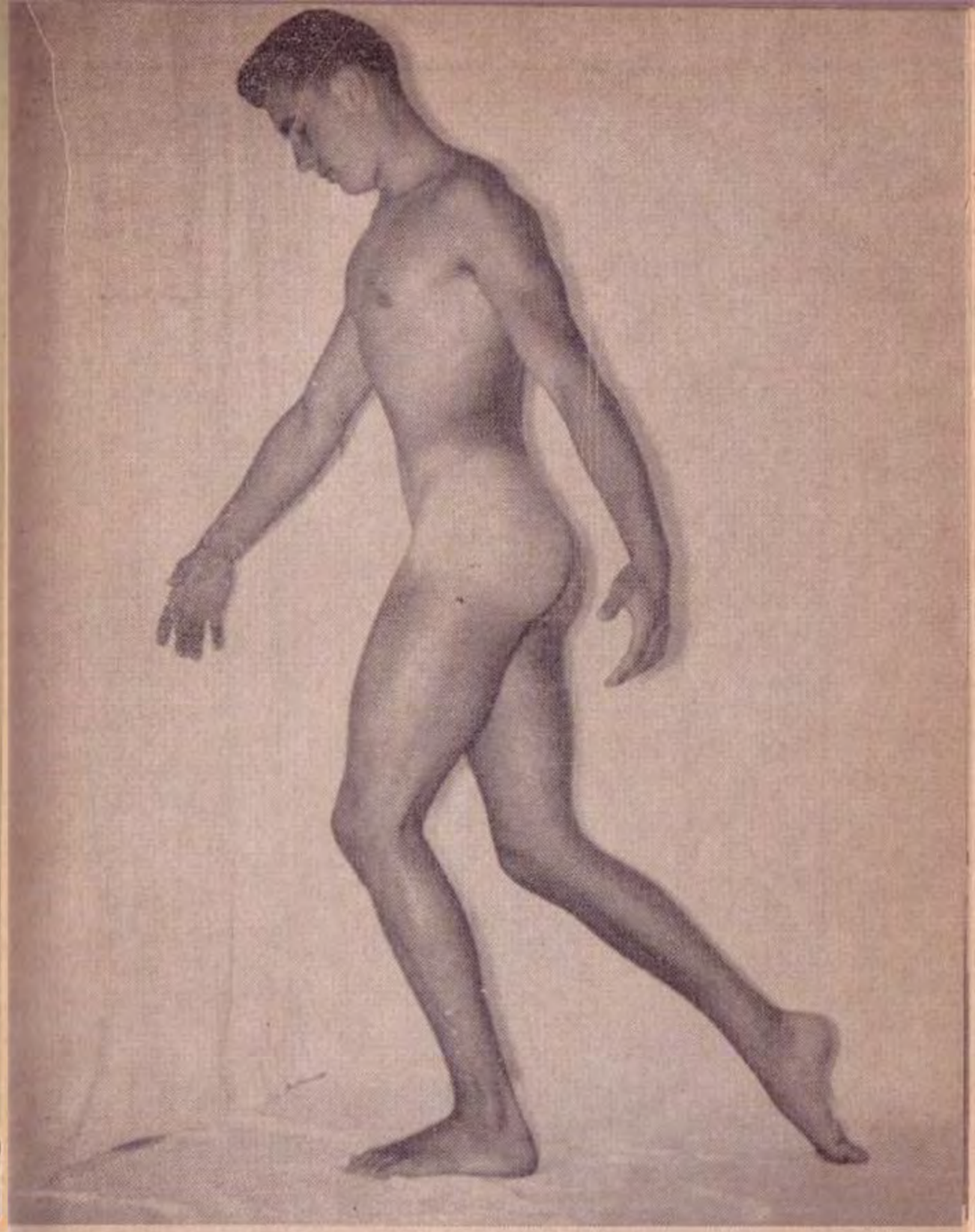


Jeff Allen testing his muscles. A Guild photo.

Dick Norman, in a pose from Guild Series 34.



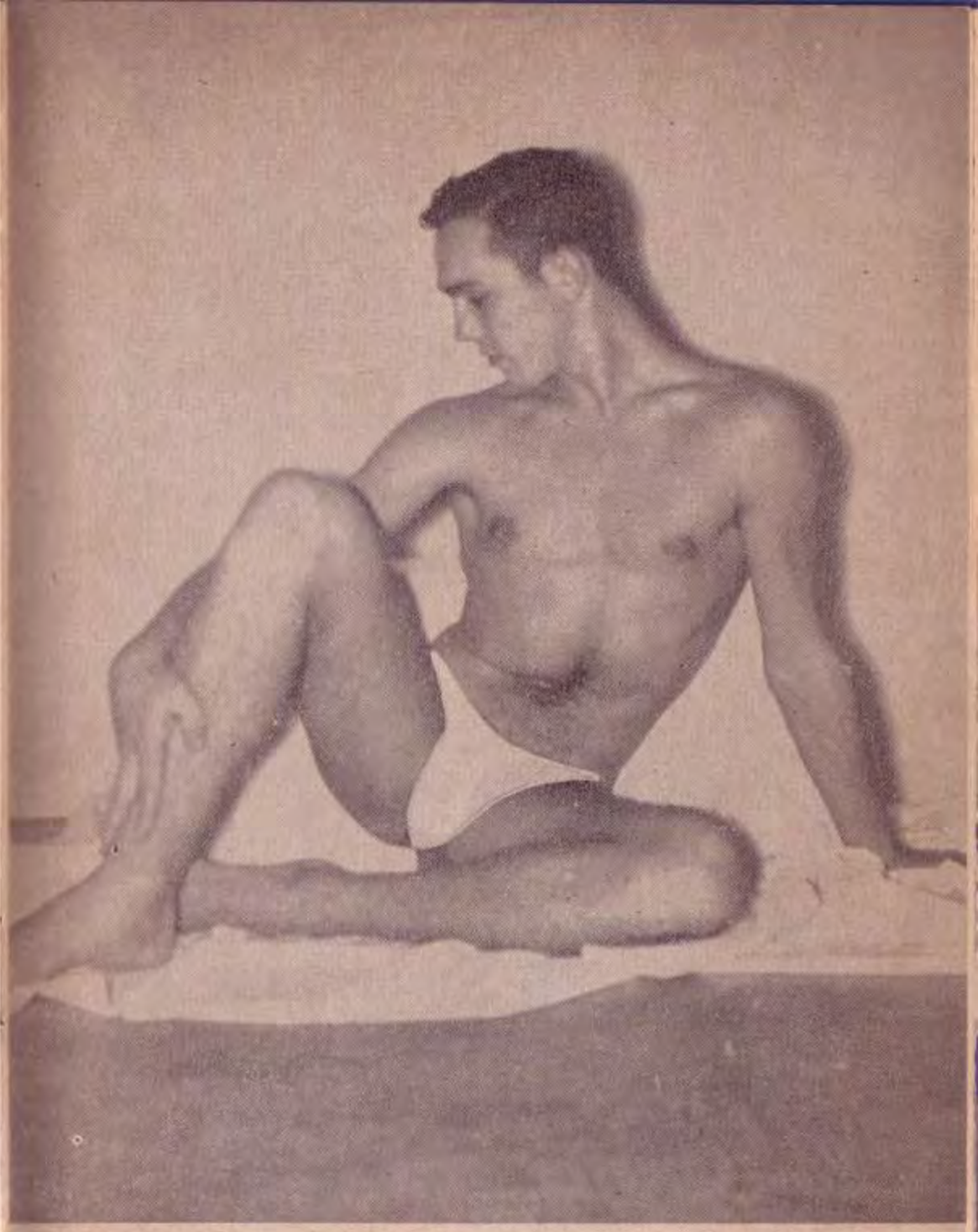
Zaro Rossi, man of the West. Photo by Quaintance, Box 192, Phoenix, Arizona.



Frank Creger, in Guild Series 22.

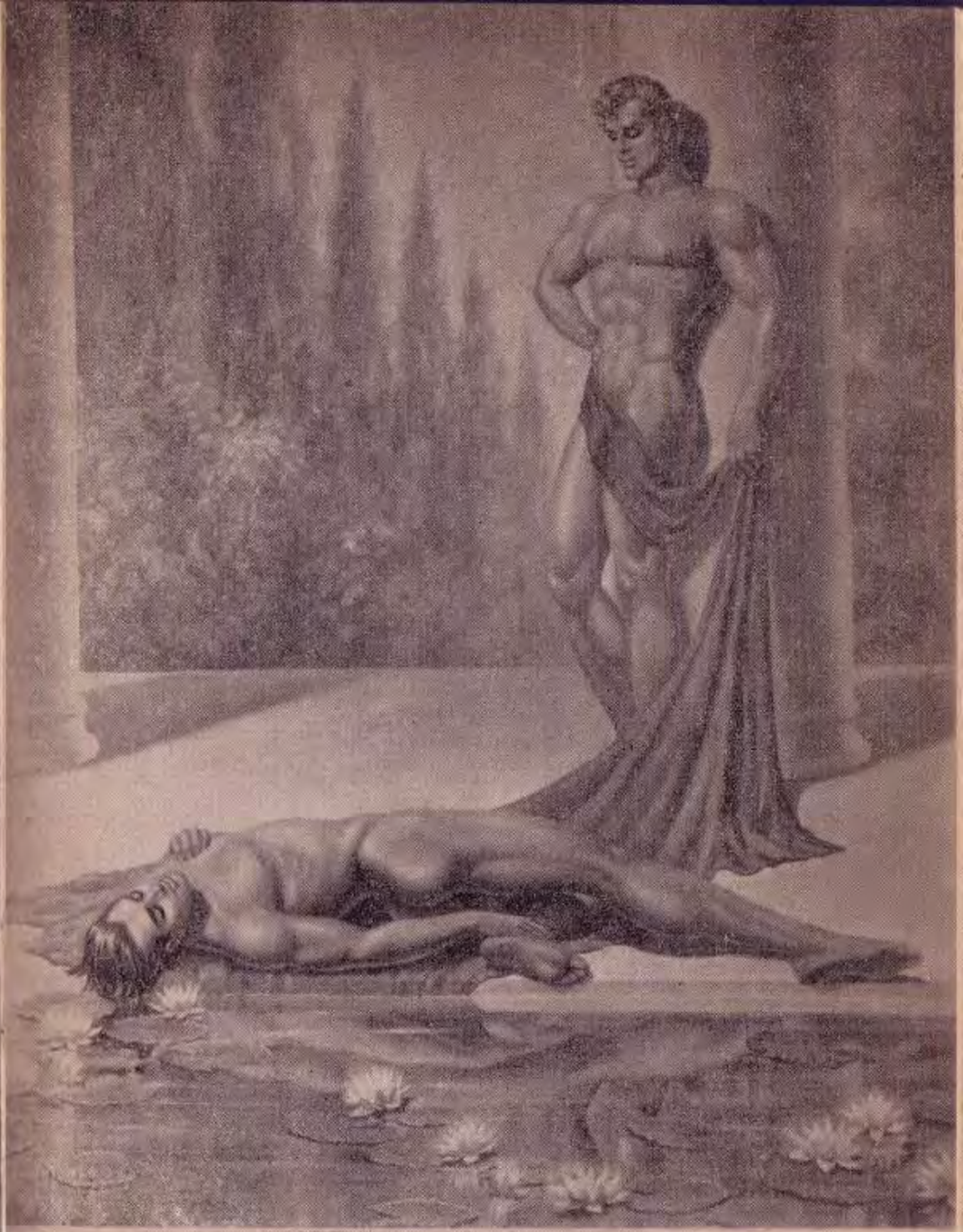
Jim Glasper, the essence of clean-cut American youth. Jim at 17 is an enthusiastic bodybuilder. Photo by Quaintance, Box 192, Phoenix, Arizona. Catalog, $1.00.

Brad Scott, 21 years old dancer, in Guild Series 36.



The graceful, symmetrical physique of Brad Scott, in Guild Series 36.

Eric Martin, in a pose from Guild Series 35.



"Idyll," a Grecian-like painting by the eminent physique artist, Quaintance. Order his catalog at $1.00 from him at Box 192, Phoenix, Arizona.

thus they sought to honor and emulate their gods.

The ancient Greeks were a great deal wiser and more sophisticated than most of us today. We have retrogressed, in this sense, to a period far beyond the dark ages, backward even almost immeasurably beyond the pre-Christian era. For the Greeks achieved a union of the intellectual, spiritual, artistic and physical which placed the human being so far above the animals that he was approaching the likeness to God which results in freedom from the vulgar and impure. In other words, the Greeks were Grecian. To them it was vulgar that man should consider any part of his body evil. For the body was not only the temple of the spirit. It was also the greatest of God's creations. They wisely knew that the genius and the intellectual are as much dependent upon their bodies as the athlete. For when the body withers and fails and dies, then the mind and the spirit are gone. The body was a unit, a whole; it and all its parts were the creation of God, admirable and beautiful and wondrous.

To the people of ancient Greece, the development of the body was respected as a means to vibrant, bouyant health. But that was not the only reason. The Greeks were lovers of beauty and art, as the remains of their magnificent sculpture and architecture show. Aside from any idea of health and well being, the beautifully developed, graceful, symmetrical physique was an object of beauty and admiration. Artistically, it was among the most sublime forms of beauty. For it was fashioned by the hand of God in His own likeness. They did not deny the beauty of the human mind at its best, nor of the human spirit. How could they then deny the beauty of the human body?

The Greeks were great, but classical Greece is no more. Its civilization is gone, and so are its people. The blood of the ancient Greeks was so mixed with that of their conquerors that the present day inhabitants of Greece bear almost no resemblence to the magnificent race who preceded them. But the ideas the ancient Greeks formulated are very much alive today. Their philosophy, drama and superb works of statuary are admired by all. And as long as civilization exists, these great people will be honored for the high state of culture and artistry which they achieved.

We of the Grecian Guild freely and proudly acknowledge the debt we owe the people of ancient Greece. We respect and admire them for their emphasis upon the perfection of the human body, both as a means to health and as an object of beauty. We believe bodybuilding to be a noble endeavor which infuses our civilization with the healthful dedication to high

ideals which results in the betterment of the bodies, minds and spirits of all men. For bodybuilding is a means to an end: it is the conscious application of one's inherent gift to the achievement of that which is worth while. Vibrant health of body and mind is the natural result of bodybuilding at its best.

Bodybuilding is a popular sport today. Unfortunately, many bodybuilders have set as their goal the massively muscular physique, which is often grotesque in its lack of the symmetry, grace and proportion which the Greeks so highly admired, and which we of the Guild admire. Late in Greek history, bulk and massiveness came to replace the grace and agility which had so long characterized Greek athletes. Professionalism grew and athletics degenerated. Politics, literature and art decayed. Soon the Grecian way of life was no more, for Greece had become morally weak and the excesses of which the decadence of athletics was symbolic insured its destruction by the barbaric invaders.

As bodybuilding becomes rightfully more and more popular in America, we must be careful to reemphasize our ideals. We should not read our own future in the history of ancient Greece, yet we of the Guild feel that the emphasis placed by so many today upon mere massiveness is an unhealthy sign. We respect muscularity, but massive muscles alone are not enough. If we are to keep alive the high Grecian tradition of art and beauty, we must strive for much more than bulk alone. The highest form of masculine perfection is a reflection of Nature at its best. And the best of bodybuilding is achieved in the graceful, symmetrical, agile, beautifully defined physique whose lines flow in the beauty which Nature intended. In bodybuilding at its finest, massiveness can never replace grace, proportion and symmetry.

There are those among you whose chief concern is the building of your own bodies until they approach the perfection of which they are capable. For you, the bodybuilders, the Grecian Guild exists, for you are Grecian. There are others whose devotion to the perfection of the body stems from their love of pure beauty. You are the artists and sculptors, the most sensitive of our citizens; and since you too are Grecian, the Grecian Guild exists for you. And, happily, many of you are both, and you are the most Grecian of all. For not only do you admire the body for its beauty, you strive also to achieve perfection with your own body. And from this god-like combination of inspiration and effort flow the pure and invigorating waters of health, mental and spiritual and physical. For your ideals lead to positive

THE GRECIAN GUILD (Cont'd)

acts. You work to realize the ideals that elevate you above the masses. And especially for you the Grecian Guild exists.

There you have it! That's why we are the GRECIAN GUILD, for we are dedicated to the Grecian ideals, the glowing health of body, mind and spirit which result from bodybuilding at its best. These are goals which inspire men to the achievement of the finest and best of which they are capable. These are the high ideals to which the Guild is pledged and dedicated. From them can come both individual happiness and a better America.

PROTEINS AND GOOD EATING (Cont'd)

There is no substitute for protein and there is nothing which can replace **complete proteins** in the diet. For they alone have all eight of the animo acids which the body must have **all at once.** The body does not store animo acids; all eight of them must be had simultaneously. Helpful hint: instant dry milk solids, which have recently hit the market, are excellent sources of complete protein and quite inexpensive. Only the fat and water have been removed from these solids, making them particularly attractive to those who have a tendency to develop too much blubber. The solids mix readily with water and provide a tasty, health giving drink.

If a little too much fat around your waist or elsewhere is your problem, go heavy on proteins, for they require the burning of more calories in digestion and add no fat. Instead, they burn off body fat as they build muscles. Go easy on pastries and other high-calorie but low-nutrition foods. Eat plenty of fresh vegetables and fruits along with your proteins. On the other hand, if you're on the thin side and in need of additional pounds, consume as many high calorie foods as you can, such as peanuts, butter and chocolate milk. But always remember that whatever else you eat, you must have protein in sufficient quantity and quality. Dire results follow when the protein intake is not sufficient, for then the body steals animo acids from the liver, glands and other vital parts, causing them to starve and waste away. So fat or skinny, don't neglect complete proteins in your diet.

Much of the chemistry of the body is still a mystery. Some bodies absorb proteins slowly and for these individuals, protein supplements are no doubt helpful. For the majority, however, it is easy to get sufficient protein by eating correctly. Don't try to build your body without protein. It can't be done. For protein is muscle,

PROTEINS AND GOOD EATING (Cont'd)

and vice versa. Daily intake of two eggs, a quart of milk and at least a quarter pound of meat will give you the muscle building proteins you need. Be sure you get them. While you can "dig your grave with your teeth," you can also eat your way to health and, in conjunction with exercise, to masculinity.

MUSCLE BUILDING (Cont'd)

weight lifting can bring him a more beautiful physique, and a healthier and stronger body. He can intelligently select areas that need growth and change, then perform the exercises which will bring about such growth and change. It it's big biceps he wants, curls will do the job. If it's more muscular legs, he should apply himself to squats. Or for broad shoulders, the lateral side raises; or for the chest, bench presses. If he's like the office worker who in his daily employment places almost no strain on any of his muscles, he'll want to follow a planned schedule of exercise bringing all of his muscles into play under sufficient strain to force their growth.

Magnificent physiques can't be built in a day any more than the carpenter with all the materials at hand could build a house in twenty-four hours. Muscle building, like all other building, takes time. How much time depends on the individual and his basic body structure, consumption of proteins and other essential foods, and the amount of time he actually spends working out. But noticeable results come fairly quickly and within a month at the most (assuming that exercises are done properly and consistently), accomplishments will be visible.

Consistency is such an obvious necessity it doesn't need mentioning. The guy who huffs and puffs furiously with weights for a week then lays off for a month doesn't need any explanation of why his physique hasn't changed. Regular work-outs are essential to growth and development.

There are many, however, who fail to understand a basic principle in bodybuilding and weight lifting. It is this: weight lifting is a **progressive** form of exercise. In other words, since muscles grow in response to the strain placed upon them, such strain must be progressively increased in order to realize continued growth. If a guy can curl thirty-five pounds when he begins exercising, then in order to force muscle growth, he must place greater strain upon his muscles. He must add progressively to the weight he is using. If he simply

continues to curl thirty-five pounds, there will be no muscle growth. For obviously the muscles are equal to the strain placed upon them and there is no need for them to grow. When the beginning bodybuilder can do three sets of ten reps each, he should add another five pounds to the bar. He will find he can do a few repetitions with this additional poundage. And when he can handle this weight reasonably well (three sets of ten reps each), then he should add another five pounds, and so on. It is in this way that he **forces** his muscles to grow. The bodybuilder must in all his exercises use progressively heavier weights to increase the size of his muscles and their strength. By increasing poundage at a sensible rate of progression, he will permit maximum muscle growth without danger of **excessive** strain. But the progressive use of increased weights is essential.

With most bodybuilders the happy day will come when they consider the majority of their muscles large enough and strong enough. The bodybuilder will then concentrate on any muscle areas still in need of development so that his body may be in perfect proportion. And by high repetitions without increasing poundage, he can maintain his present muscular strength and size while he achieves the definition which turns the mass of muscles into the highest form of masculine perfection and physical beauty.

Your muscles have a powerful potential. They will grow in size and strength if you force them to. There is latent power in you and by calling upon your muscles to handle **progressively** greater strains, you can bring it out. Whatever is worth having is worth working for. Remember Rome! So don't get discouraged if you don't become an Adonis immediately. Pick up the weights and keep lifting. Force your muscles progressively and they'll respond, if you allow them time for growth (a process always requiring time). If you want muscles and are willing to work for them (and eat for them!), you **can** have them.

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